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100

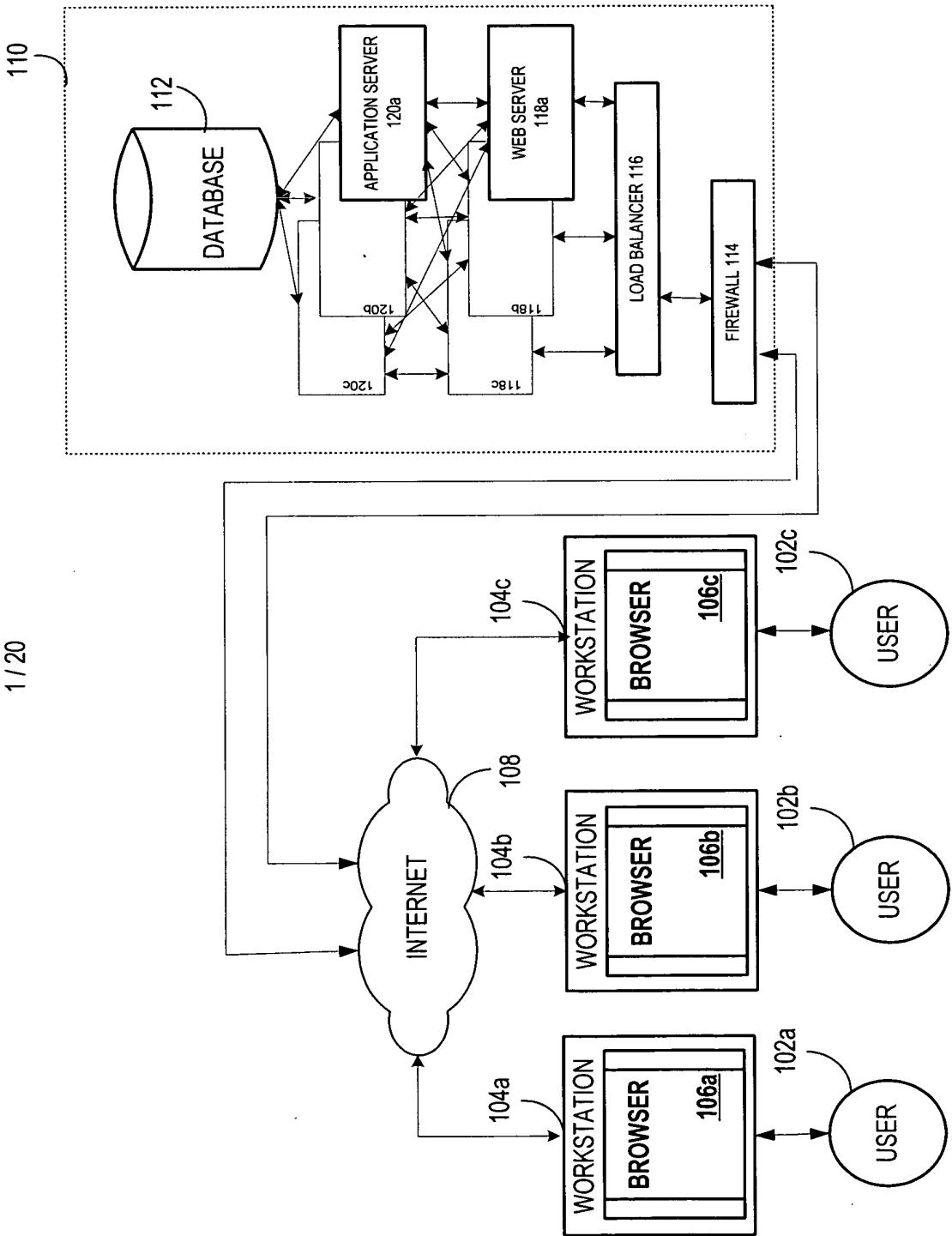
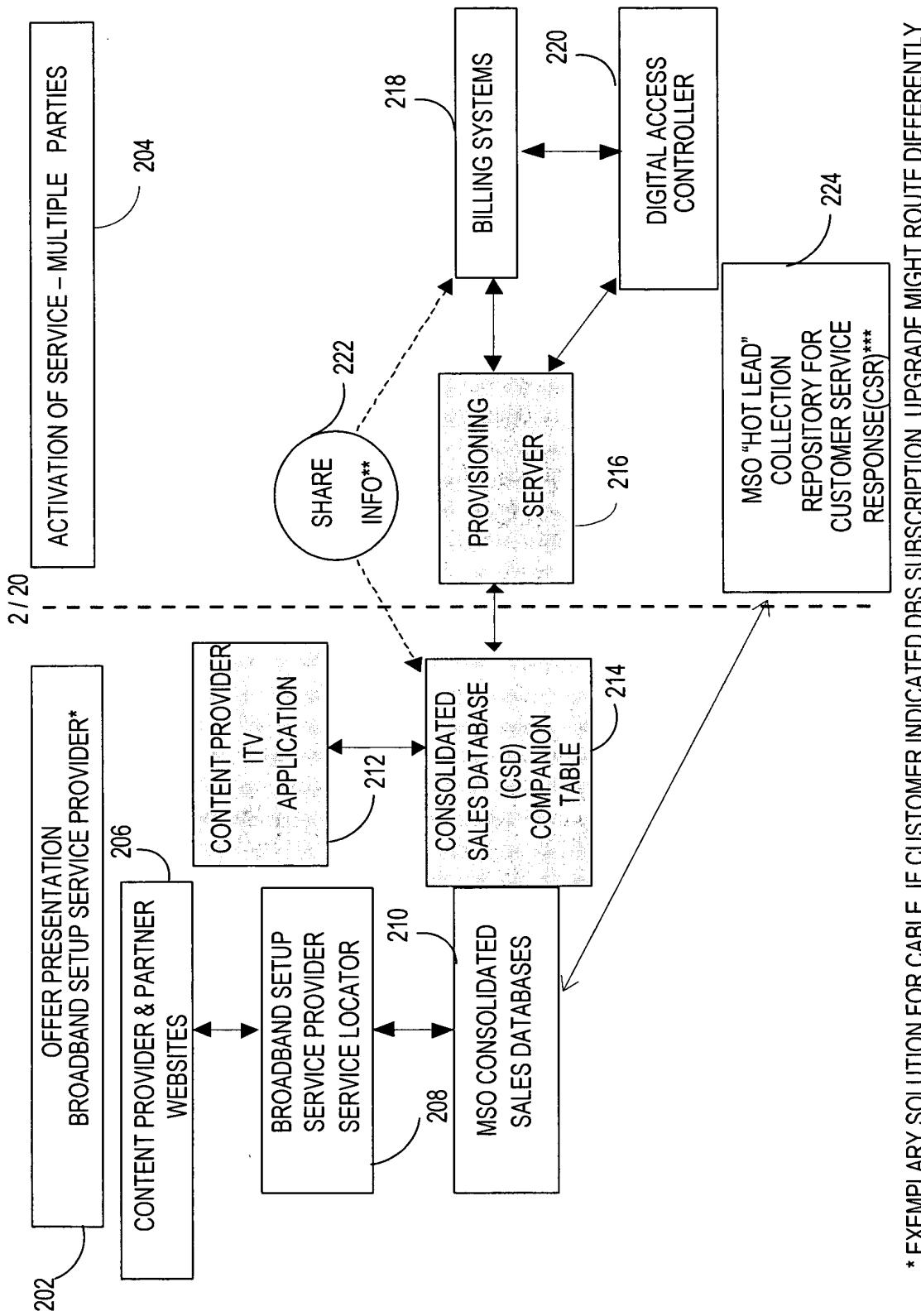


FIG. 1

**200**



\* EXEMPLARY SOLUTION FOR CABLE, IF CUSTOMER INDICATED DBS SUBSCRIPTION, UPGRADE MIGHT ROUTE DIFFERENTLY  
 \*\* CONNECTION AND EXCHANGE OF DATA MAY BE REAL TIME OR PERIODIC DOWNLOAD  
 \*\*\* SOLUTION FOR SUBS WITHOUT SERVICE OR OTHER CASES SUCH AS QUESTIONABLE CREDIT

**FIG. 2**

300

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OFFER - BROADBAND SETUP SERVICE PROVIDER

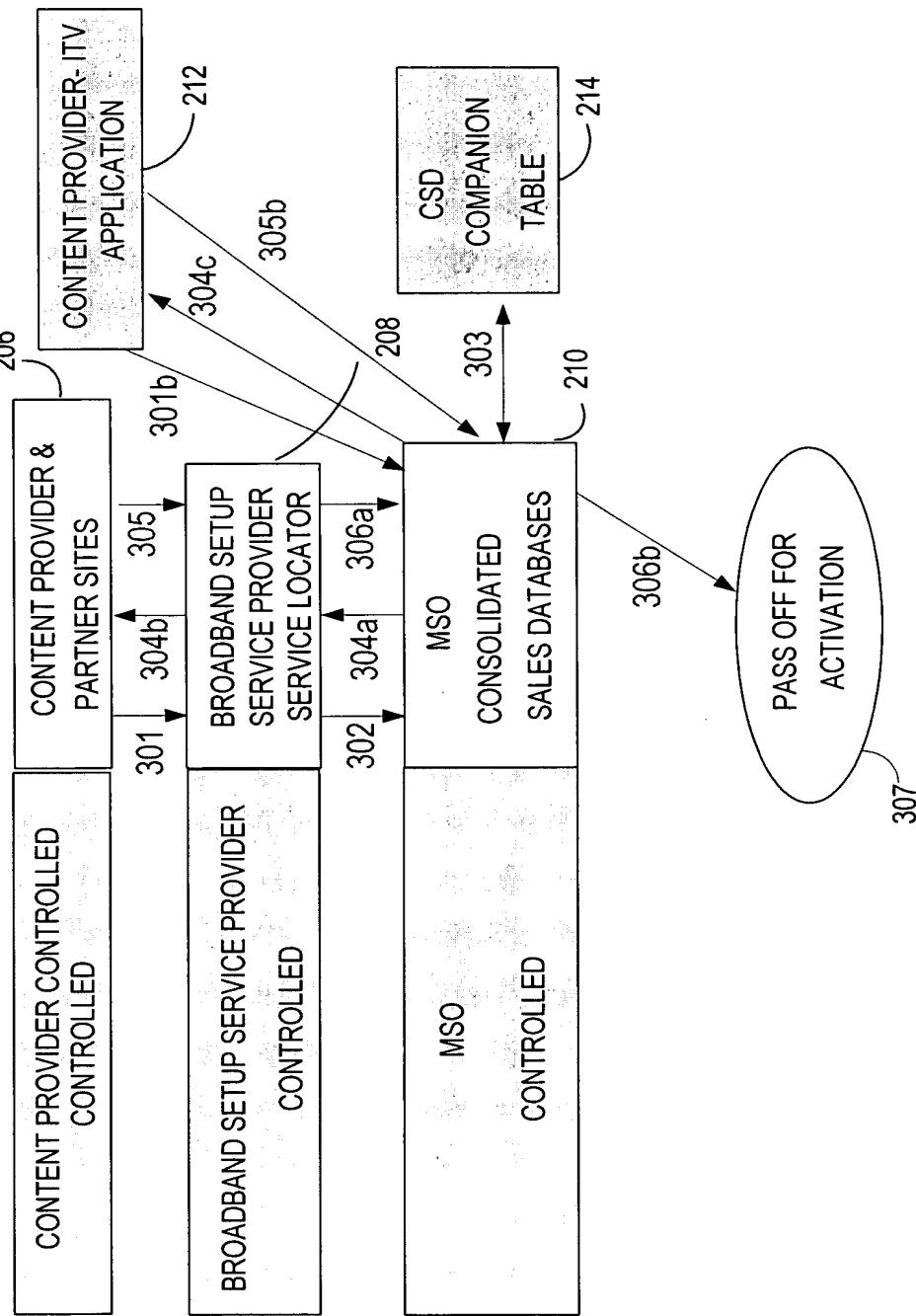
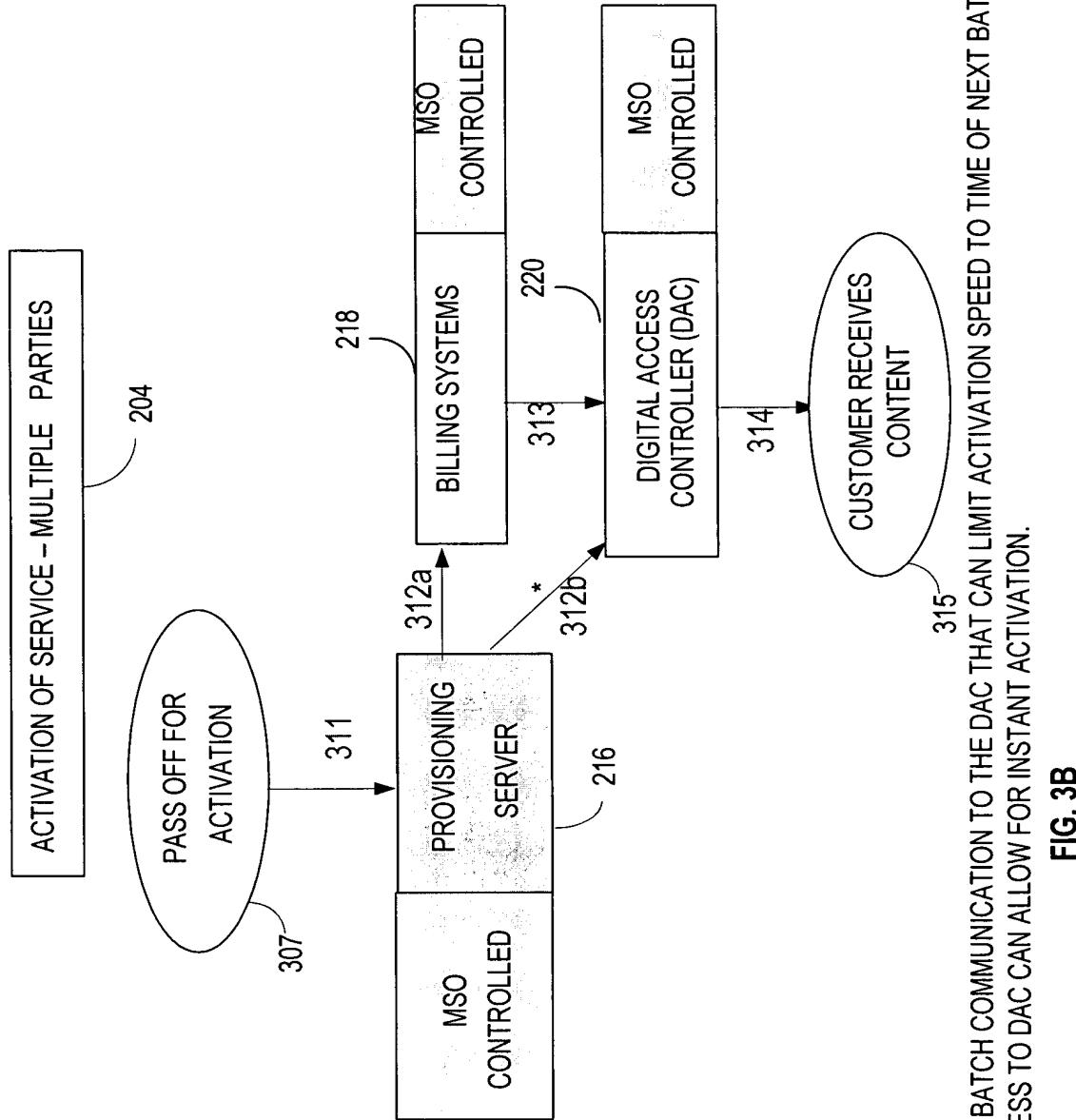


FIG. 3A

320

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\* SOME BILLING SYSTEMS HAVE BATCH COMMUNICATION TO THE DAC THAT CAN LIMIT ACTIVATION SPEED TO TIME OF NEXT BATCH COMMUNICATION. DIRECT ACCESS TO DAC CAN ALLOW FOR INSTANT ACTIVATION.

FIG. 3B

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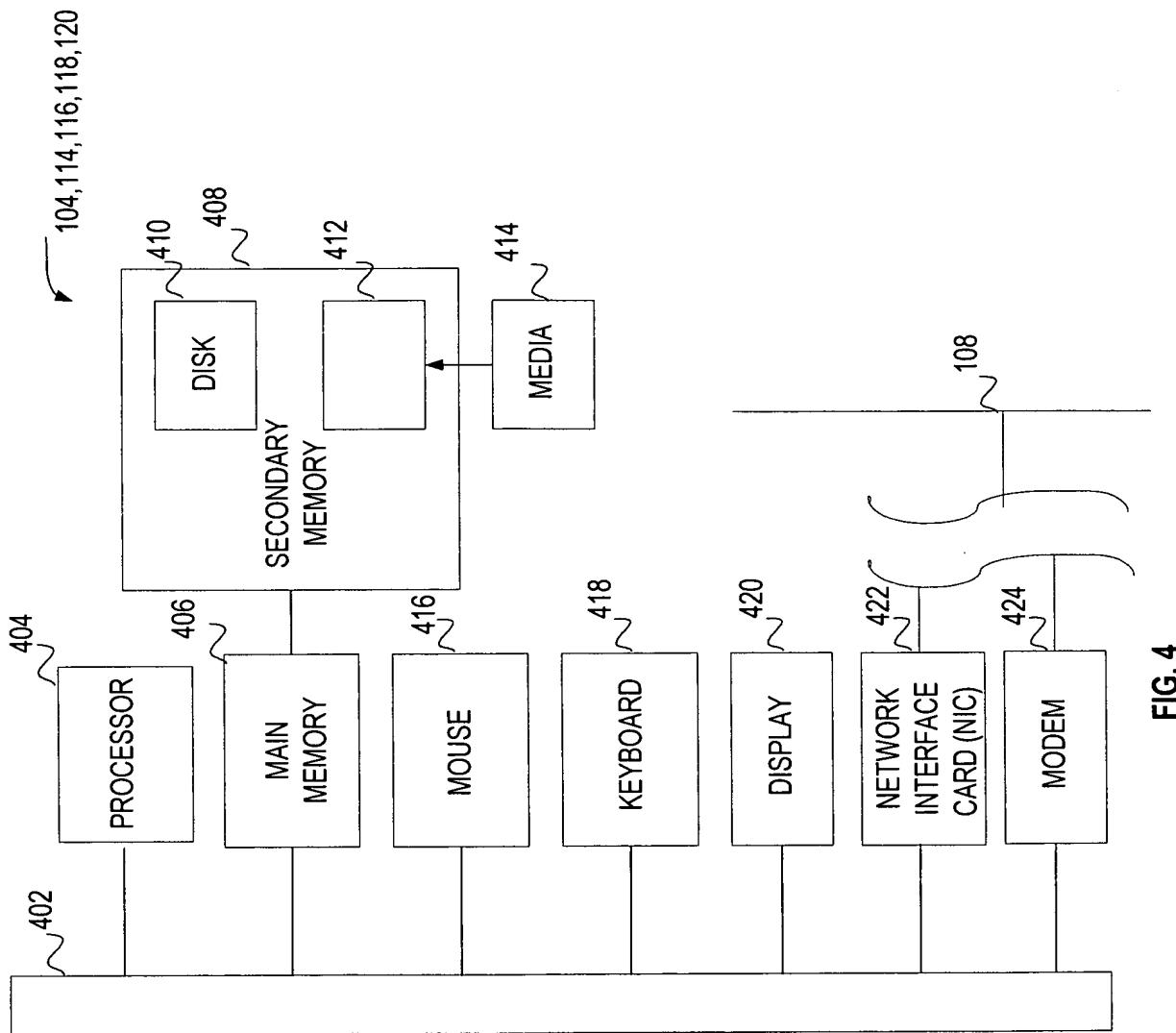


FIG. 4

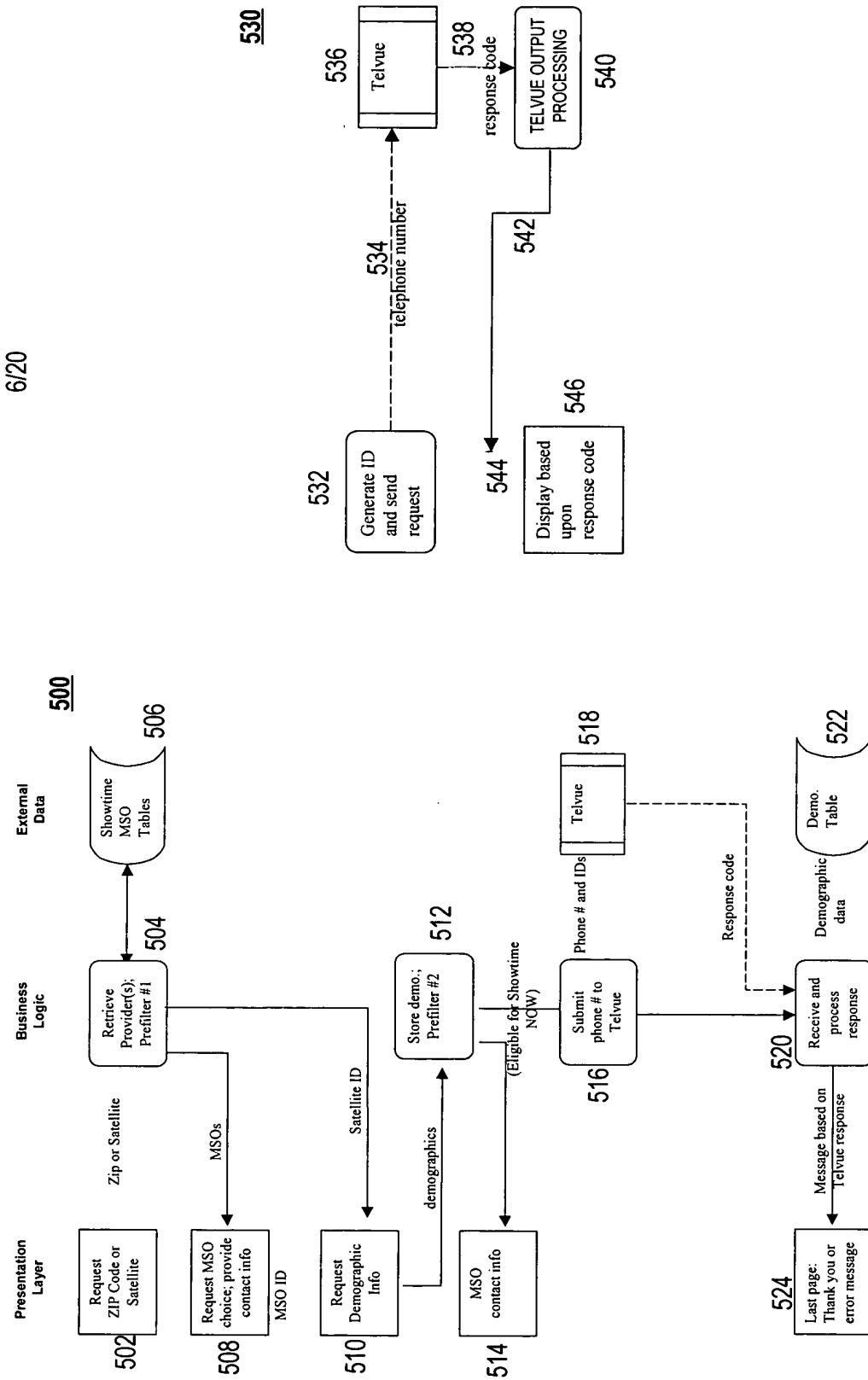
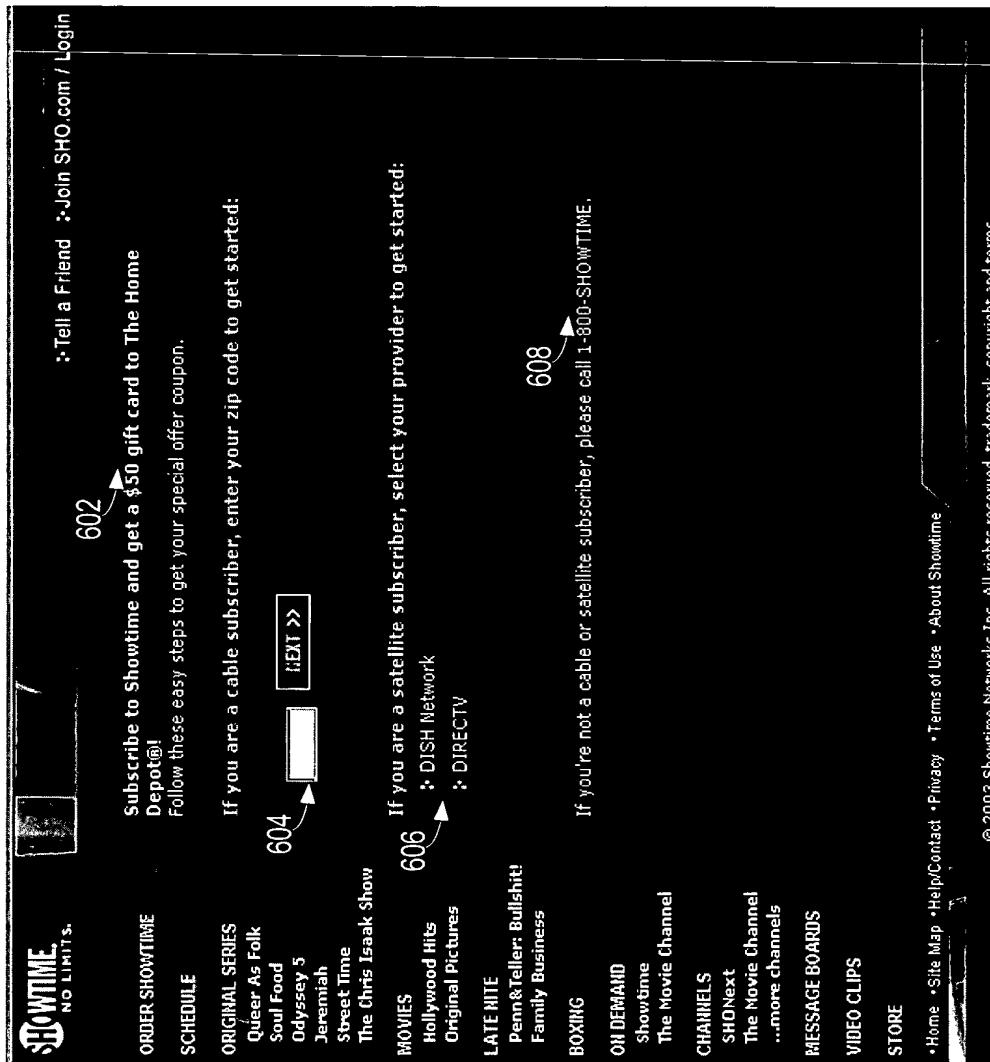


FIG. 5B

FIG. 5A

**600**

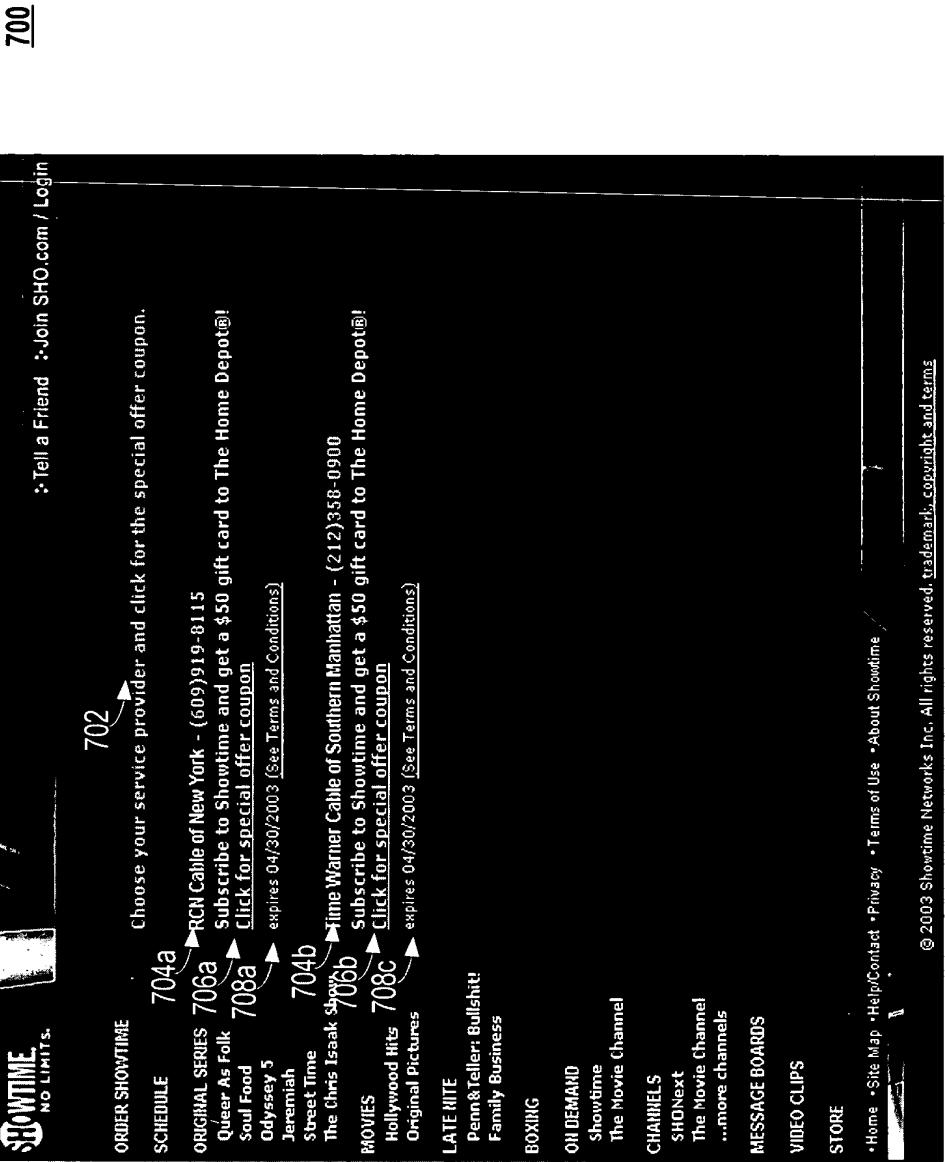
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**Step 1: Consumer enters zip code to locate cable provider or selects satellite provider.**

**FIG. 6**

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**Step 2: Consumer chooses their highlighted cable provider and a local/national offer.**  
**(National offer for The Home Depot gift card shown above)**

FIG. 7

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800

**Time Warner Cable of Southern Manhattan**

Please complete the following info for your very own rebate coupon\*. Get ready to enjoy this great offer!

**804.** First Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_  
State:  NY  CA  GA  NC  NJ  VA  
Zip: 10022  
Email: \_\_\_\_\_  
Home Telephone: \_\_\_\_\_  
Birthday:     
Do you subscribe to Showtime?  
(Rebate is for new subscriber only)  
 yes  no  
How do you receive your television signal?  
Cable:    
How did you hear about this rebate offer?  
Showtime and its partners:   
I would like to receive updates from Showtime and its partners:

**810.** Click for rebate coupon without completing information above.

\*Monthly cable TV and equipment fees are additional. Any introductory premium service subscription offers are good only for the time specified; thereafter, standard monthly premium service fees apply. Limited cable required to receive optional services where Offer does not apply to premium services already provided to by customer. Offer may apply to standard installation/connection on one TV set in wired serviceable areas or other installation/connection or relocation fees may apply to additional TV sets. Offer may vary and other restrictions may apply. All services are not available in all areas.  
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**Step 3: Consumer registers so that their personal information is formatted onto the printable coupon.**  
**(Consumer can also skip the registration process for a blank coupon)**

FIG. 8

10/20

**Showtime**  
No Limits.

**900**

Time Warner Cable of Southern Manhattan  
Subscribe to Showtime and get a \$50 gift card to The Home Depot®!

To redeem your rebate, print and complete this page and mail along with first three months bills dated between 1/27/03 and 8/31/03 indicating your new Showtime subscription to:

902

Showtime Gift Card Offer  
P.O. Box 1238  
Dept. HW  
Grand Rapids  
MN 55745-1238

904

906

MOVIES  
Hollywood Hits  
Original Pictures  
LATE NITE  
Penn & Teller: Bullshit!  
Family Business  
BOXING  
ON DEMAND  
Showtime  
The Movie Channel  
CHANNELS  
SHOWTIME  
The Movie Channel  
...more channels  
MESSAGE BOARDS  
VIDEO CLIPS  
STORE

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Home Phone Number: \_\_\_\_\_  
Cable or Satellite Provider Name: \_\_\_\_\_  
E-Mail Address: \_\_\_\_\_

908

Free gift card is available to new Showtime and/or The Movie Channel subscribers only. Limit one gift card per household. This offer cannot be combined with any other Showtime offer. Your gift card will be mailed to you within 8-10 weeks after the receipt of the above mentioned documents. Keep a copy for your files. Your response must be postmarked by 9/15/03 and received by 9/30/03. The Home Depot® is a registered trademark of Home TLC, Inc. Showtime is not affiliated with The Home Depot®.

Monthly cable TV and equipment fees are additional. Any introductory premium service subscription offers are good only for the time specified; thereafter, standard monthly premium service fees apply. Limited cable is required to receive optional services featured. Offer does not apply to premium services already subscribed to by customer. Offer may apply to standard installation/connection on one TV set in wire serviceable areas; other installation/connection or location fees may apply to additional TV sets. Offer may vary and other restrictions may apply. All services are not available in all areas.  
25% off 1.39 current \$1.00/250

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**Step 4: Consumer prints rebate coupon and submits with required proof of purchase (monthly service bills) to redeem offer.**

**FIG. 9**

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1100

1000

**BERMAN et al.**  
 Attorney Docket No.: 39601-198006  
 Title: PROGRAMMING SERVICE OFFER PRESENTMENT AND INSTANT ACTIVATION SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT  
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The screenshot shows the Showtime NOW! website interface. At the top, there's a navigation bar with links for File, Edit, View, Favorites, Tools, Help, and a login link. Below the navigation is a search bar with the URL "Address: http://www.showtime.com/dm/14503/po/22026". The main content area features a large "comcast" logo. To its left is a banner for "GET SHOWTIME. INSTANTLY." with the text "Get Your First Month FREE!". Below this are several promotional offers for different programming categories like Original Series, Movies, and Boxing. A form titled "ENTER YOUR INFORMATION" is present, asking for first name, last name, home address, state, zip code, and email. There are also checkboxes for agreeing to terms and conditions, receiving updates, and joining a mailing list. At the bottom right of the form, there's a "TEST >>" button. The footer contains links for Home, Site Map, Help/Content, Privacy, Terms of Use, and Copyright information.

FIG. 10

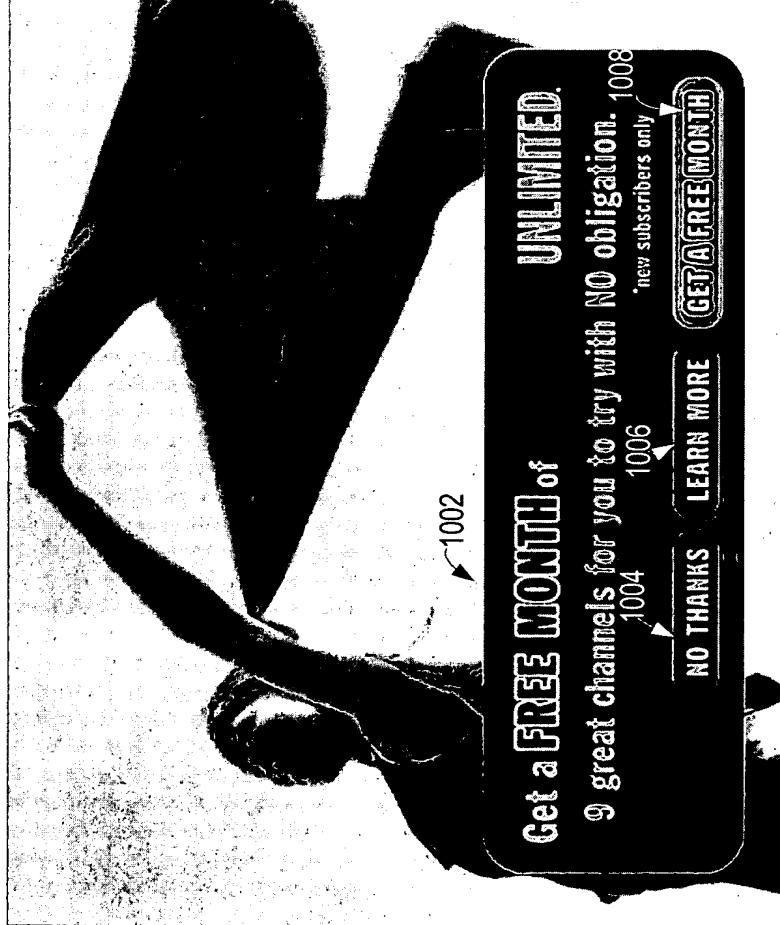
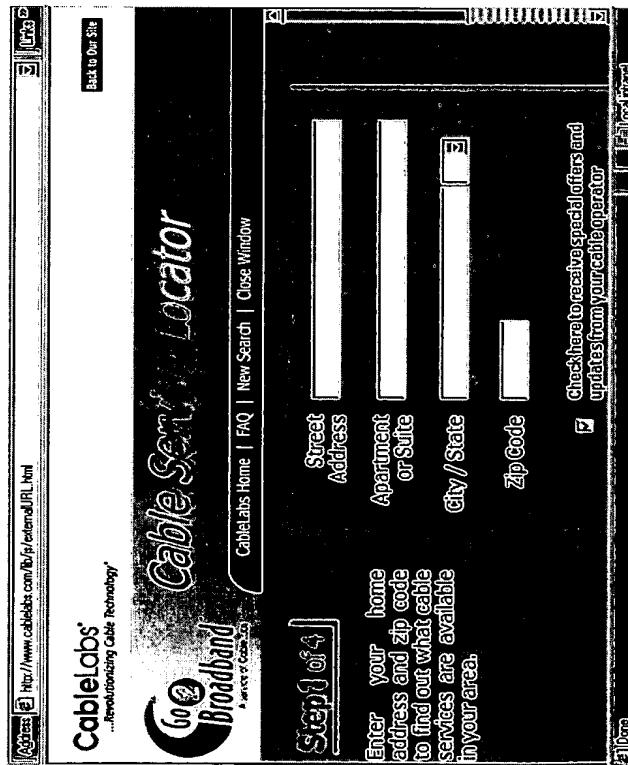
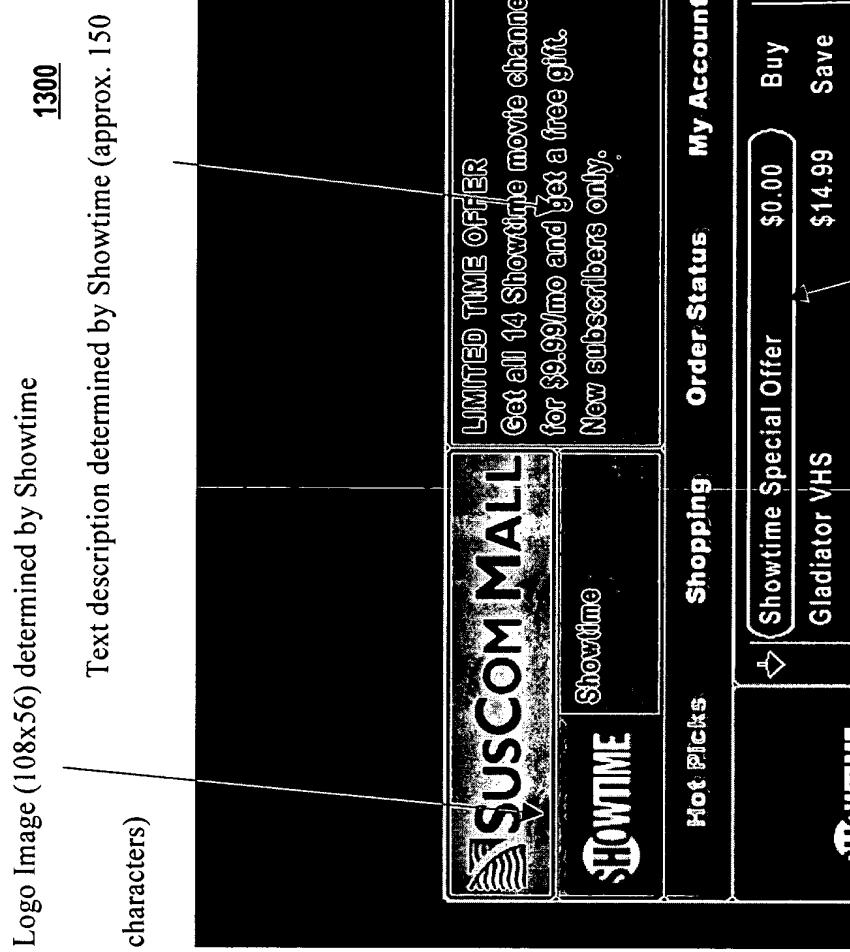


FIG. 11



**FIG. 12**

Small Image (124x146) determined by Showtime

Text description determined by SusCom and Showtime (approx. 30 characters)

**FIG. 13**

Large Image (340x245) determined by SusCom

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Small Image (124x146) determined by Showtime

Text description determined by SusCom and Showtime (approx. 30 characters)

**FIG. 14**

Small Image (124x146) determined by Showtime, image does not change from previous screen

Text description determined by Showtime (approx. 150 characters)

**FIG. 15**

1700      14/20      1710

SPECIAL ONLINE OFFER!

Order **Showtime** and get your **first month FREE**  
plus Free Instant Activation!  
SAVE OVER  
\$20.

**1.** Go to SHO.com  
**2.** Click *Order Showtime Now!*  
**3.** See Showtime on your TV in seconds!

**Showtime Comcast**

FIG. 17A

WATCH THE SHOWTIME FREE PREVIEW WEEKEND-JUNE 21-23!

**GET \$25 CASH WHEN YOU ORDER SHOWTIME**

Plus, order online to get your **first month FREE**  
plus Free Instant Activation!

**1.** Go to SHO.com  
**2.** Click *Order Showtime Now!*  
**3.** See Showtime on your TV in seconds!

FIG. 17B

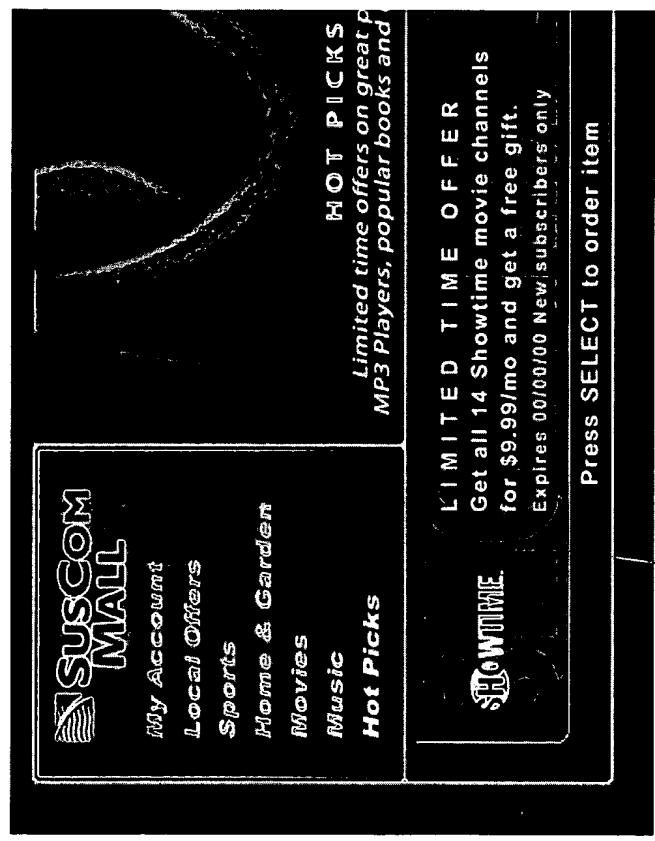


FIG. 16

Image Only Layout (428x110) determined by Showtime

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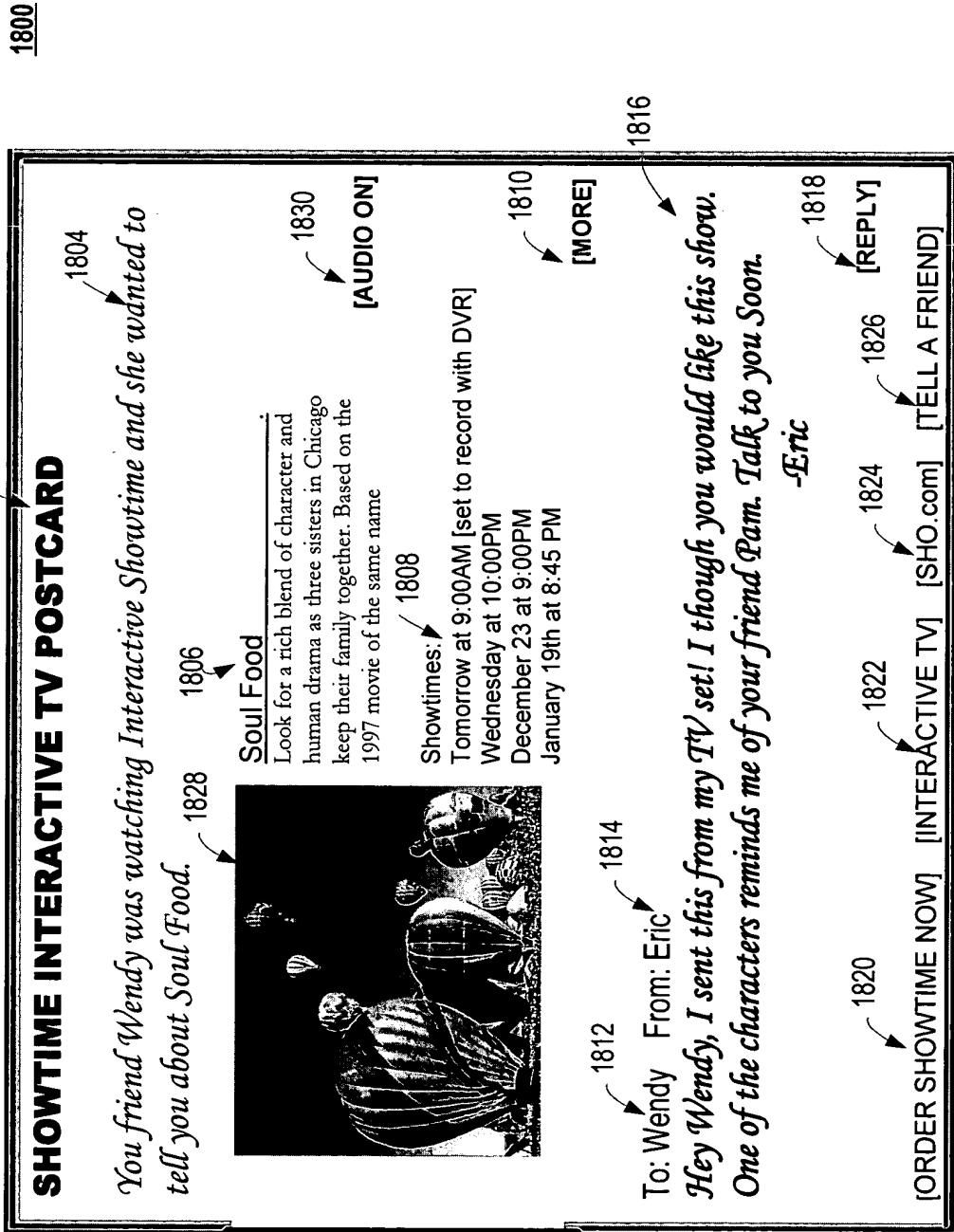


FIG. 18

1900

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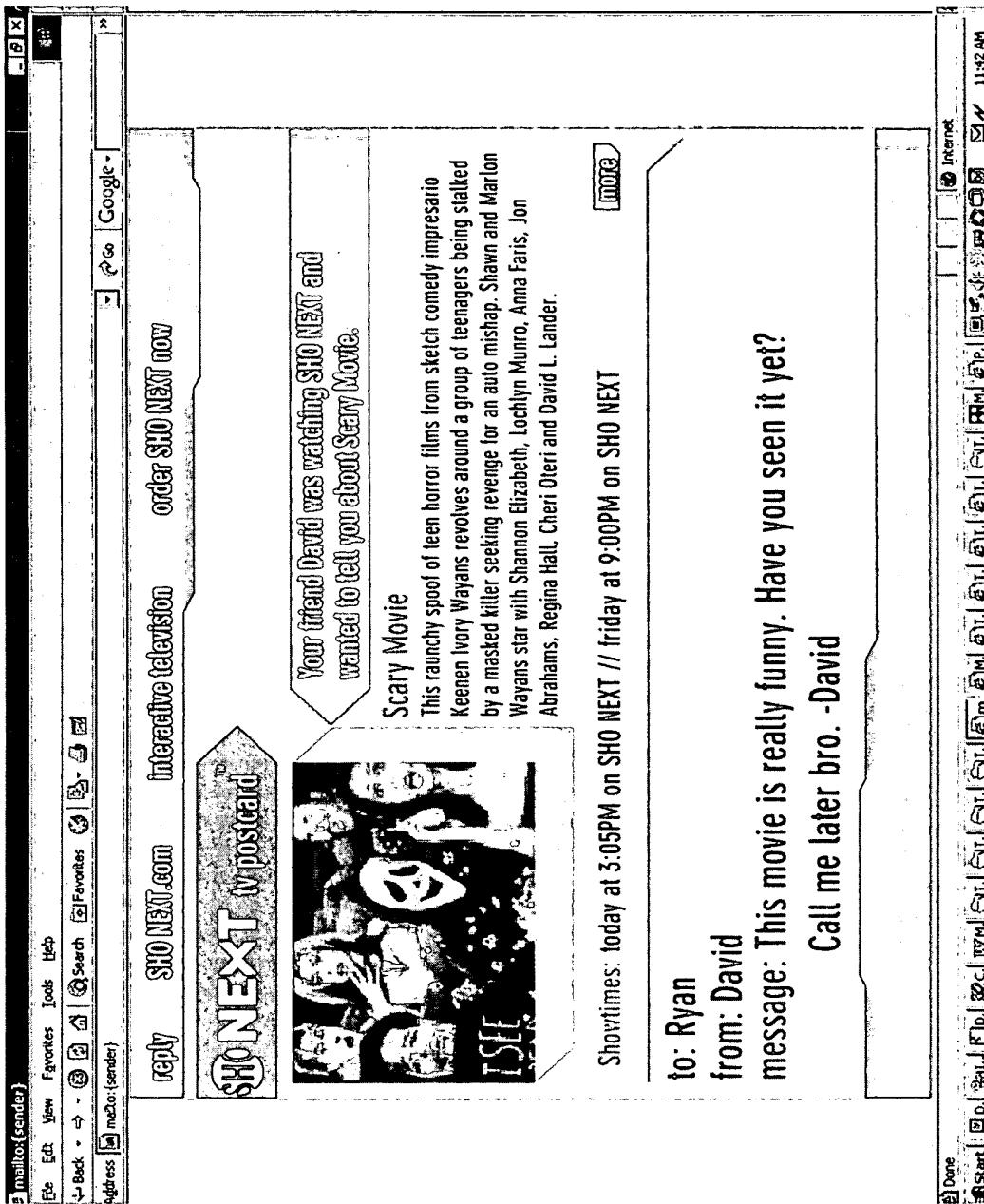
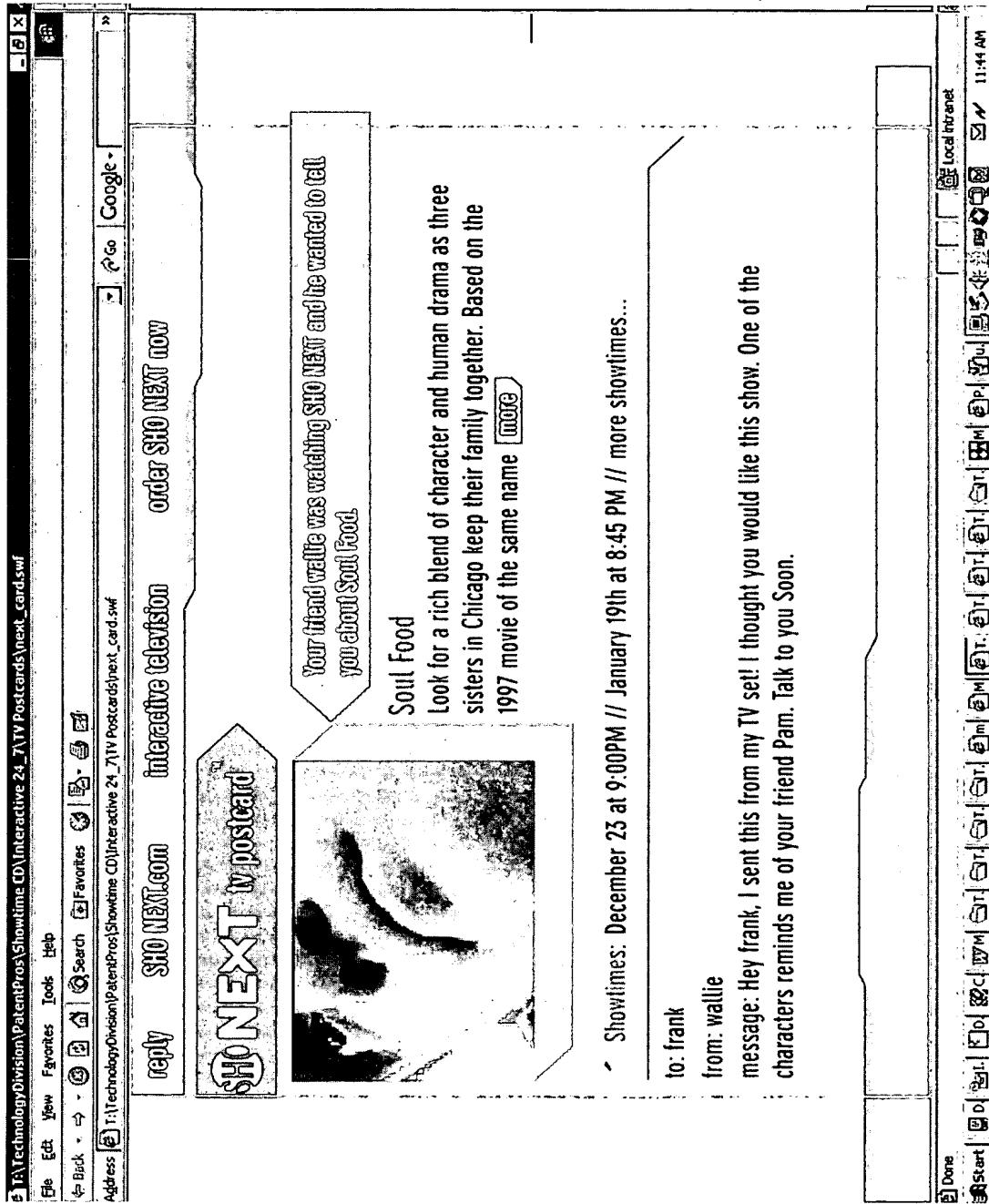


FIG. 19

**2000**

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**FIG. 20**

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BERMAN et al.  
Attorney Docket No.: 39601-198006  
Title: PROGRAMMING SERVICE OFFER PRESENTMENT AND INSTANT  
ACTIVATION SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT  
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**2100**

**SHO.COM INTERACTIVE TV REPLY ORDER SHOWTIME NOW**

Your friend Joe was watching Interactive Showtime and wanted to tell you about The Thomas Crown Affair.

The Thomas Crown Affair

Stylish remake of the 1968 crime caper about a millionaire playboy thief, Thomas Crown (Pierce Brosnan), who steals priceless works of art for the sheer, adrenaline-fueled fun of it, and the sexy insurance investigator (Rene Russo) who's both attracted to her suspect and determined to nab him. Faye Dunaway, Dennis Leary and Ben Gazzara costar in this classy film from director John McTiernan (*Die Hard*).



To: Jason From: Joe

Hey Jason - I seen this from my TV while I was watching "The Thomas Crown Affair" on Showtime! You've got to see this movie, it's incredible! The scenery is stunning, the sound is fantastic and the action is great. I know it's a little different from your favorites, but trust me - you won't be disappointed. Give me a call this weekend, we should get together.

**SHO! INTERACTIVE  
TV POSTCARD**

Done Start Local Intranet 11:45 AM

**FIG. 21**

2200

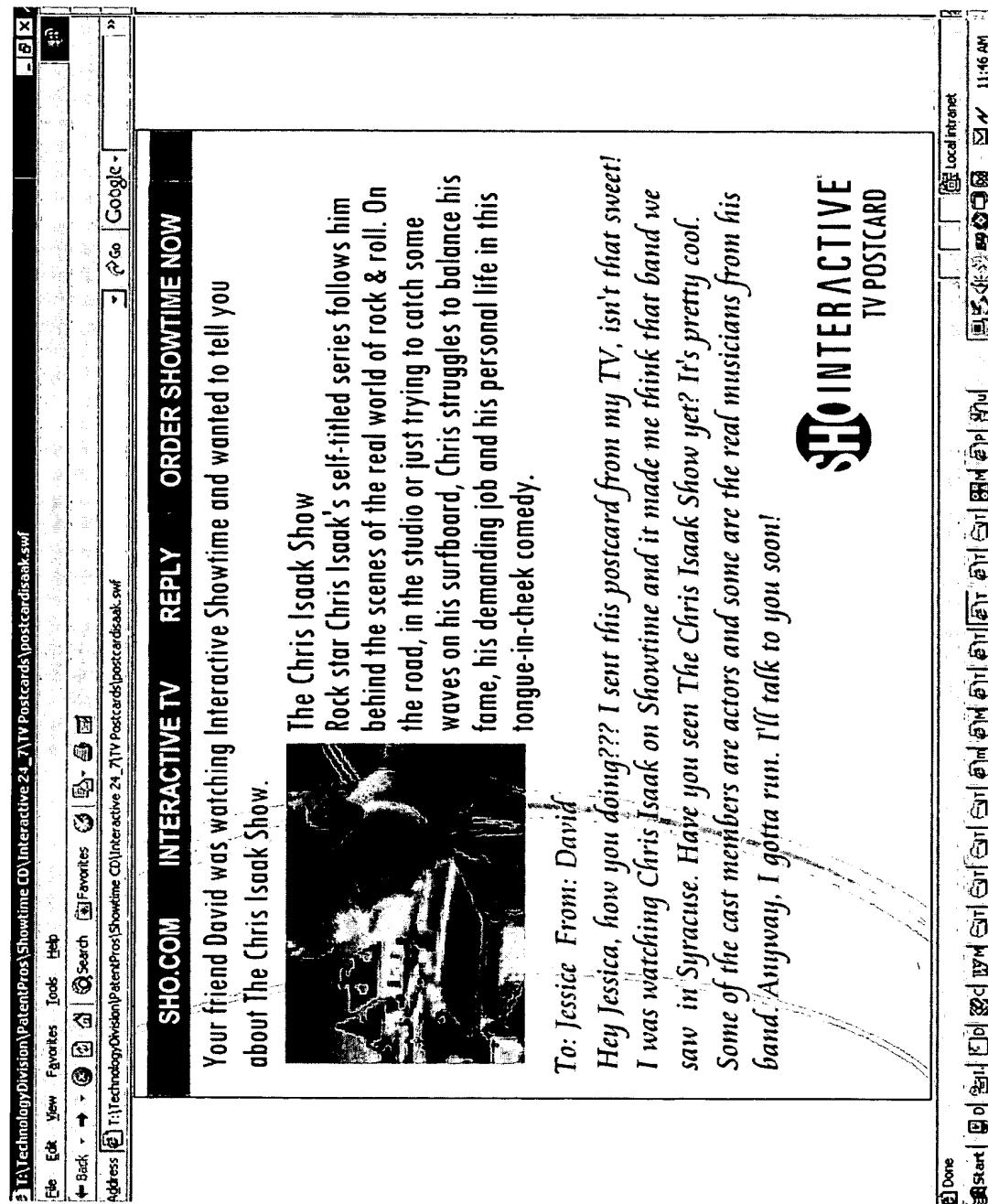


FIG. 22

2300

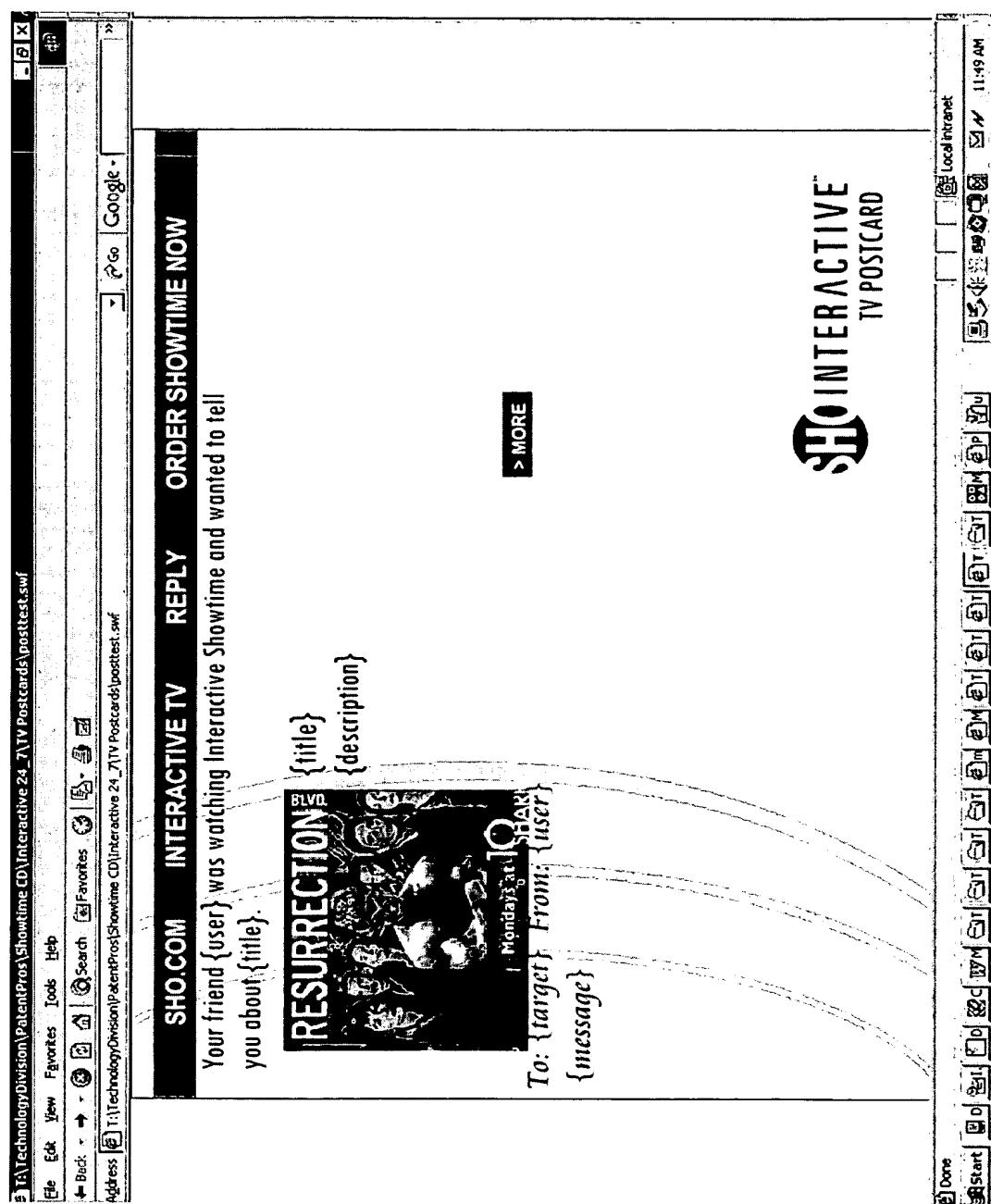


FIG. 23